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From: Taaffe, Sue
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Subject: City of Tempe receives national award for Tour de Tempe bike ride

FOR IMMEDIATE RELEASE
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City of Tempe receives national award for Tour de Tempe bike ride

TEMPE, Ariz.- The Transportation Marketing & Communications Association awarded the city of Tempe's transit program, Tempe in Motion, the TMCA Tranny Award of Merit in the special events category for its 2004 Tour de Tempe bike ride. Tempe was judged against 200 of the best transportation marketing and communications organizations in North America.

The Tour de Tempe is an annual event held each October to encourage people to ride their bicycles. The event includes free breakfast, free T-shirts and live music. Last year, approximately 850 people participated in the Tour de Tempe. The purpose of the event is to showcase Tempe's bicycle facilities, promote a healthier environment and reduce automobile traffic.

The Tranny Awards recognize the best practices in marketing and communications in the transportation and passenger transit industries. The award also recognizes individual practitioners who apply solid communications principles and creativity to effectively promote the goals of their organizations. TMCA serves marketing and communications professionals in all modes and market segments of North American transportation, including motor carriers, railroads, air carriers, ocean lines and passenger transit organizations.

For more information call (480) 350-2775 or visit www.tempe.gov/tim. For information about TMCA visit www.TMCAtoday.org.

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